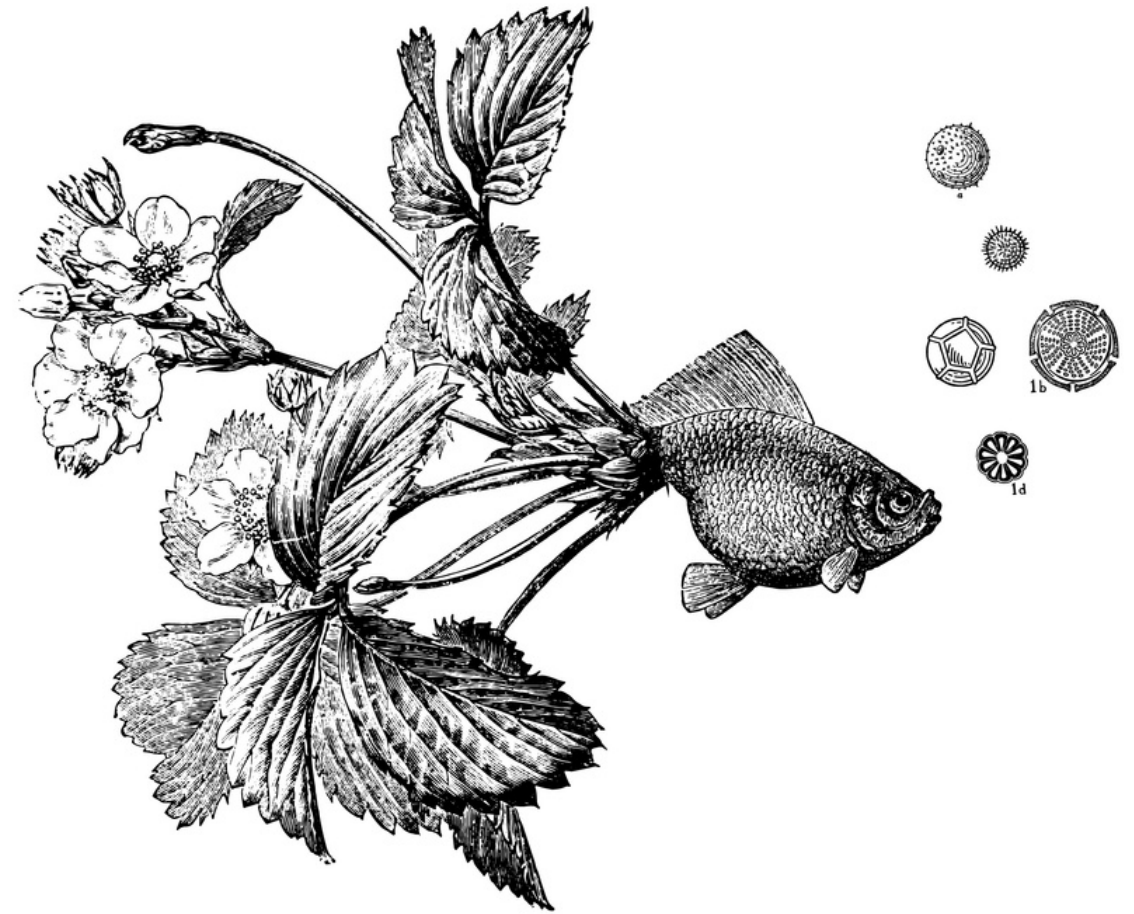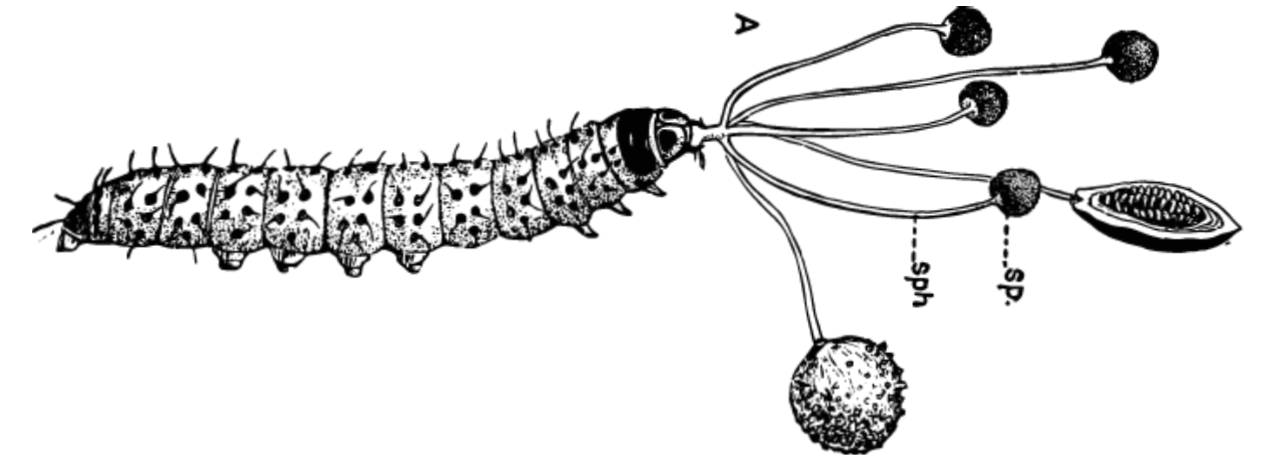GRAPHIC DESIGN / ILLUSTRATION / BRANDING

WYLDE & CO

ILLUSTRATION PROJECT GUIDELINES

SINGLE ILLUSTRATIONS

- Art direction for your project to ensure that the creative ideas align with the project's objectives.
- Conceptualise and develop illustrations with revisions via e-mail.
- Custom illustration design with bespoke designs and concepts for you 2 set of revisions to make your chosen illustration perfect, in a single colour.
- Master illustration artwork files including image files for on-screen, and office use along with Scalable vector graphics for printing, sign makers etc.
- The original, editable file (i.e. AI)
- A vector EPS file for digital (RGB)
- A vector EPS file for print (CMYK)
- A web preview file (PNG, JPEG, PDF)
- Licensing options
- *Additional file colours, types and social media packages can be purchased.*

- **£200 approx**

BESPOKE ILLUSTRATION/BRANDING VISUAL ID

- Art direction for your project to ensure that the creative ideas align with the project's objectives.
- Screen-based research into the business sector, competitors, target market, brand values and differentials, brand history, aims and objectives.
- Conceptualise and develop illustrations with revisions and screen-sharing sessions (if useful).
- Custom illustration design with bespoke designs and concepts for you 3 sets of revisions to make your chosen illustration perfect, in full colour, black and white.
- A brand style guide that includes alternate bespoke spot design elements, colour palette and font recommendations to make customising your brand easy.
- Master illustration artwork files including image files for on-screen, and office use along with Scalable vector graphics for printing, sign makers etc.
- Full specifications of colours in CMYK, RGB and Hex along with font(s) if applicable.
- Licensing Worldwide rights, all media use in perpetuity:

- **Price on application/ unique quote**
- *Additional file colours, types and social media packages can be included.
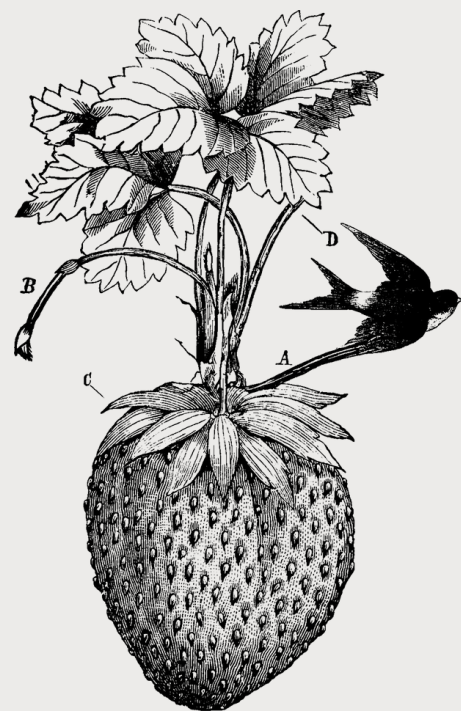
WYLDE & CO

THE CONSULTATION PROCESS

ENQUIRY

DISCOVERY CALL

BRAND ASSESSMENT / QUESTIONANAIRE

CONTRACT & INVOICE

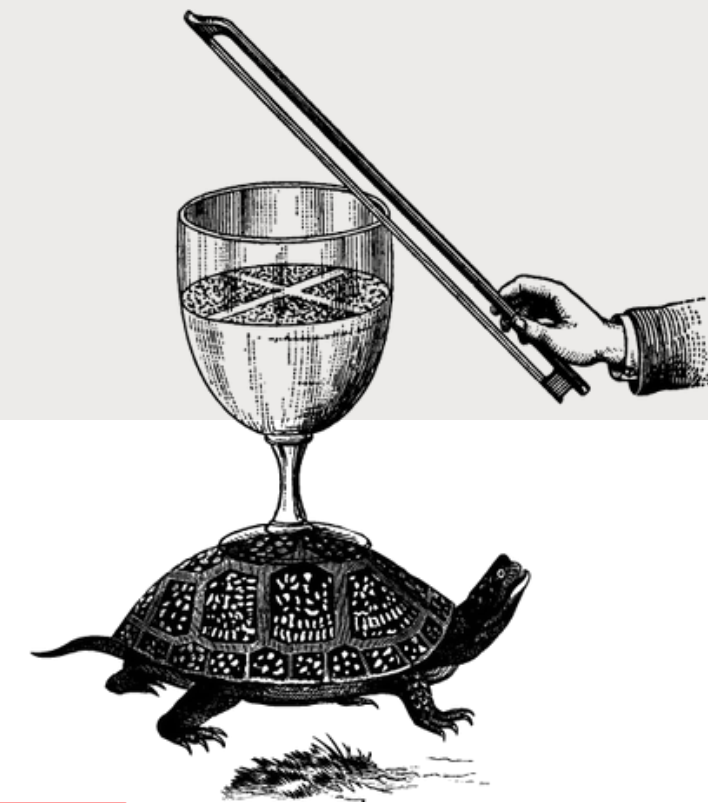PROPOSAL

WYLDE & CO

BESPOKE PROCESS

CONSULTATION

STRATEGY
CONCEPT

SCREEN BASED
RESEARCH*

CREATIVE
DIRECTION

DESIGN BEGINS

ART DIRECTION & CONCEPTUALISATION

-BACKGROUND

- **Art Direction**:
  - I establish the visual direction, mood, and style for the illustrations.
  - Guiding the overall aesthetic, ensuring coherence with the project's objectives.
  - Providing feedback and guidance for alignment with the vision.
- **Conceptualisation**:
  - Involves brainstorming and ideation of visual concepts or ideas.
  - Developing initial sketches or drafts based on the project's requirements.
  - Refining and evolving concepts into comprehensive illustrations.
- **Narrative Integration**:
  - Incorporating storytelling elements if required, ensuring illustrations convey a narrative.
  - Aligning visuals with the intended message or story, enhancing resonance.

TARGET AUDIENCE

I Identify your target audience and focus design efforts, tailoring products or messages to suit specific needs, preferences, and behaviours.

Understanding this audience allows me to create more relevant, compelling content, enhancing the design.

Fostering a deeper connection, by honing in on a specific demographic, psychographic, or behavioural segments, I can refine the design strategies, improving communication and resonance, of your brand.

- **Audience Consideration:**
  - Tailoring illustrations to resonate with the intended audience's preferences and understanding.
  - Considering cultural, demographic, or psychographic aspects for better reception/ connection.

ART DIRECTION OVERVIEW

—— Wylde & Co
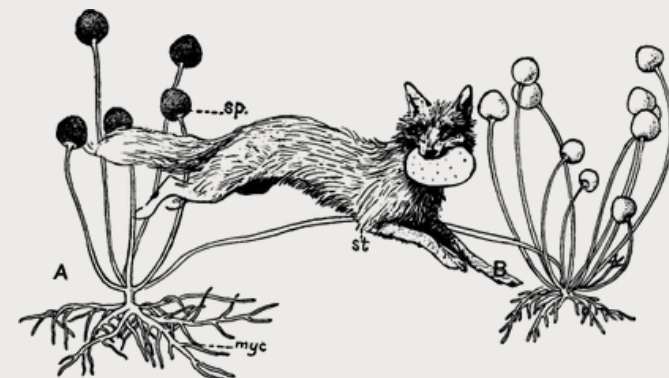
GRAPHIC DESIGN
BRANDING
ILLUSTRATION

BRANDING & COLOURS

A majority of businesses have a distinct business identity, which includes a logo I aim to create a design that aligns with the style and colour palette of your existing branding, making it easily recognisable to your current customers.

If you do not have a defined brand, I can assist in creating a logo design and branding package that best represents your business for an additional fee.

Unique Visual Representation:
- Crafting illustrations that offer a distinctive, custom visual language.
- Avoiding generic or commonly used visuals to stand out and reinforce brand identity.

Tailored to Specific Requirements:
- Addressing the unique needs and specifications outlined in the project brief.
- Ensuring the illustrations directly serve the project's objectives and narrative.

Elevating Engagement and Communication:
- Creating visuals that captivate and effectively convey complex or abstract ideas.
- Enhancing audience engagement and comprehension through compelling visuals.

Reflecting Brand Personality:
- Aligning the illustrations with the brand's tone, values, and personality.
- Establishing consistency and resonance with the brand's overall image.

Demonstrating Artistic Flair and Expertise:
- Showcasing the artistic prowess and creativity of the brand with the illustration.
- Elevating the quality of the brand to highlight expertise and craftsmanship.

ART DIRECTION OVERVIEW

—— Wylde & Co

PROJECT SCOPE

PROJECT CONSTRAINTS

- **Technical limitations:** Software, tools, or platform restrictions impacting the illustration's creation or display.
- **Time constraints:** *Fixed deadlines limit the available time for concept, creation, and revisions.*
- **Resource limitations:** Availability of specific materials, budget constraints, or access to certain assets.
- **Client specifications:** Specific guidelines or requirements provided by the client.
- **Legal and ethical considerations:** Copyright, licensing, or content restrictions affecting the design direction.

- **Defining the purpose:** Specify the intended use or goal of the illustration.
- **Detailing the style:** Outlining the visual aesthetic, tone, and mood of the illustration.
- **Specifying deliverables**: Clarifying the formats, sizes, and resolutions required.
- **Identifying the audience**: Determining the target viewers or users of the illustration.
- **Timeline and revisions**: Establishing deadlines and the number of allowed revisions for the project.

DELIVERABLES

Deliverables could include the following items, a tailored set would be included for your project.

- **High-resolution digital files** of the completed illustrations.
- **Various file formats** for versatile usage (e.g., JPEG, PNG, SVG, AI).
- **Accompanying documentation** or style guides for future reference.
- **Mockups or previews** showcasing the illustrations in context.
- **Potentially, printed versions** or physical copies if specified or needed.

# ILLUSTRATION & DESIGN PROJECT SPECIFICS OVERVIEW
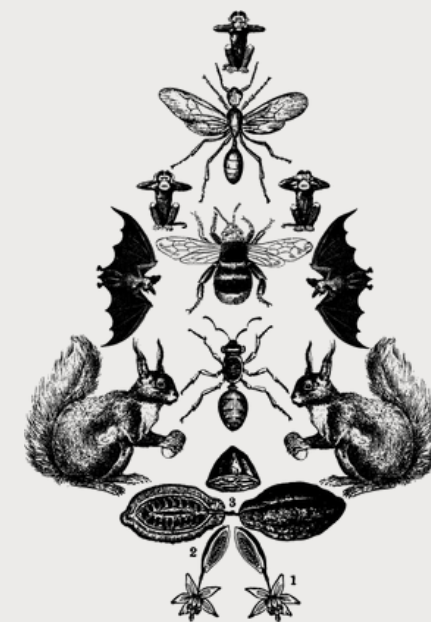
EXPLORATION & DECISIONS

Explorations involve conceptualizing visual ideas, and determining style, mood, and narrative often through screen-based research though it can include books and other media.

Decisions include selecting suitable colour palettes, outlining composition, refining sketches, and aligning visuals with the project's objectives.

Our iterative feedback guides revisions, ensuring the illustrations effectively convey the intended message, resonating with the target audience.

Lift your spirits
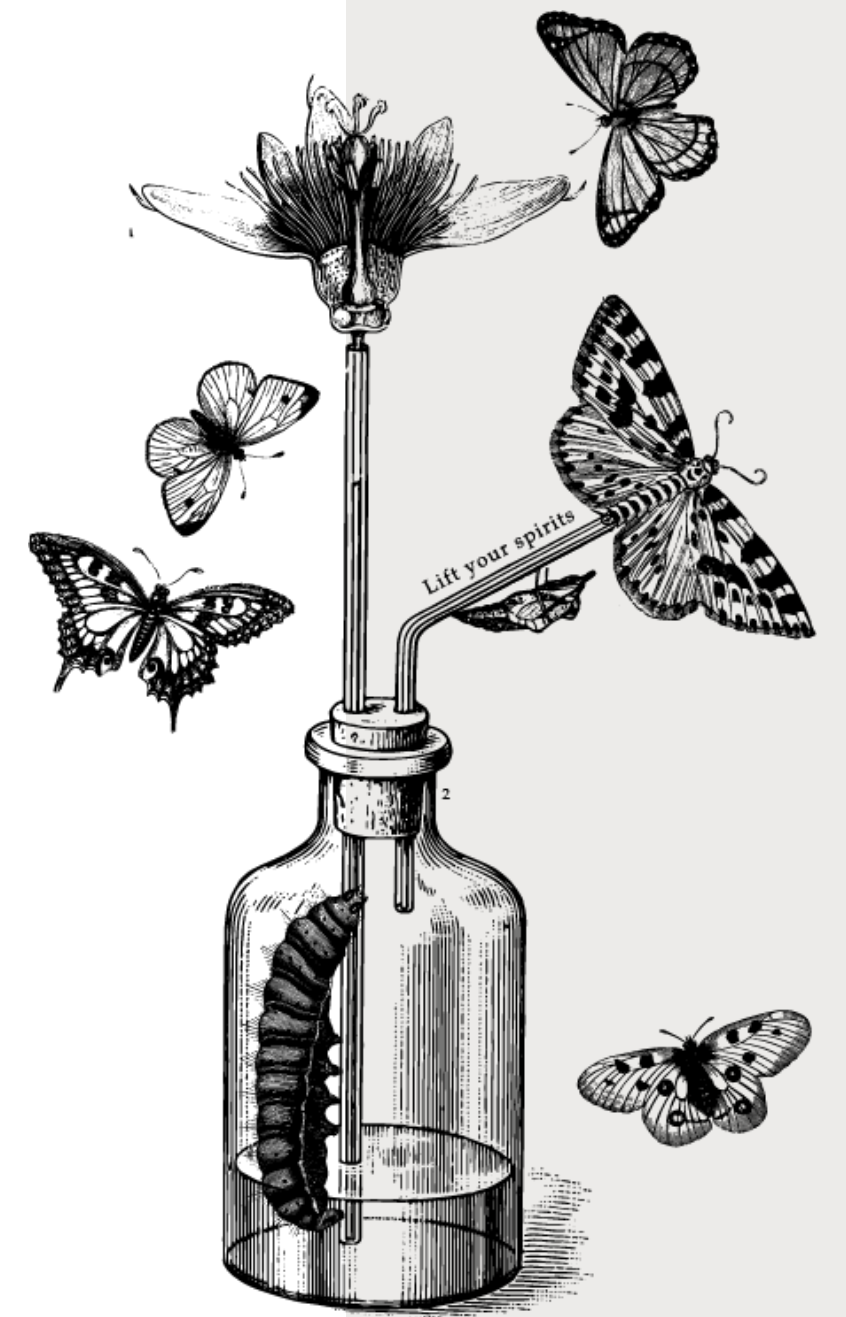
LOGO DESIGN

• The original, editable file (i.e. AI)
• A vector EPS file for digital (RGB)
• A vector EPS file for print (CMYK)
• A web preview file (PNG, JPEG, PDF)

SOCIAL MEDIA PACKAGE

• Logo and branding colour designs sized for 4 social media channels (e.g., Facebook,   Instagram, LinkedIn, Pinterest, Twitter)
• social media icon files
• social media banners, with colour or image background

WEB DESIGN FILES

• Layered RGB Photoshop, Sketch file, Figma file or Adobe XD file.
• Web preview files (PNG, JPEG)
• If coding is required please discuss.

BUSINESS & ADVERTISING DESIGN

• Editable AI, PSD, PDF, EPS, INDD, PPTX, SWF, or DOCX files
• Web preview files (PNG, JPEG)
• If the design is a full-bleed print design, bleed areas will be included

CLOTHING & MERCHANDISE DESIGN

• Editable AI, PSD, PDF, or EPS files
• Web preview files (PNG, JPEG)
• If the design is a full-bleed print design, bleed areas will be included

ART & ILLUSTRATION DESIGN

• Editable AI, PSD, PDF, or EPS files
• Web preview files (PNG, JPEG)
• If the design is a full-bleed print design, bleed areas will be included

PACKAGING & LABEL DESIGN

• Editable AI, PSD, PDF, EPS, or INDD files
• Web preview files (PNG, JPEG)
• If the design is a full-bleed print design, bleed areas will be included

BOOK & MAGAZINE DESIGN

• Editable AI, PSD, PDF, EPS, or INDD files
• Web preview files (PNG, JPEG)
• If the design is a full-bleed print design, bleed areas will be included

OPTIONAL FILE TYPES

Different file types offer versatility for various purposes: JPEG is standard for web use, PNG for transparent backgrounds and colour retention, SVG for scalability, AI/EPS for vector editing, and PDF for high-quality prints. Having diverse formats ensures compatibility across platforms, accommodating different needs in digital and print environments.

BESPOKE FILE PACAKGES

A FEW THINGS YOU SHOULD KNOW ABOUT WORKING WITH ME IF YOU WANT REVISIONS.

Because I use the one concept message and my process is so streamlined including the creative direction that needs to be approved before a design begins typically revisions are minimal. However, if you feel that you would like to see additional requirements to the concept you are allowed 1 full revision to the concept at no cost. a 'round' consists of as many changes as you would like to see, as long as they're given at the same time. Any additional revisions after the completion 2-week grace period are charged at an hourly fee.

If your project requires written content that I am not providing then I cannot begin the design until it is delivered to me. For example product descriptions for purchasing, text for pages or collateral items etc. Please keep this in mind as it can significantly delay the project timelines if these items are not delivered before the project begins.

07706886813
AURORA@WYLDEBRANDING.CO.UK
WYLDEBRANDING.CO.UK

INITIAL ENQUIRY CALL

During our first meeting, we will delve deeper into your business, and its offerings, and discuss your vision and expectations for the project. I will guide you through my design process, explain the details of the items you will receive upon completion of the project, and answer any questions you may have.

ILLUSTRATION WORKSHEETS & PREPARATION

Once you confirm your booking, I will begin preparing for the project. To secure your spot in my design calendar, you will need to sign a contract and make a deposit. Once this is done, I will send you a personalised, shared online Adobe file link allowing you to see the work at stages and make comments. Additionally, if required I will provide you with a private Pinterest mood board that will assist you in compiling the style and aesthetics that you believe reflect your brand.

ILLUSTRATION & IDENTITY DESIGN

After we have finalized the brief and direction, I will proceed with the illustration design phase. This is the exciting part where you get to see your illustration identity take shape! Within approximately one to two weeks, I will create your illustration, identity guidelines, look and feel, font pairings, colour palettes, and up to three collateral items of your choosing.

HAND-OFF FINALISED ILLUSTRATION AND SPOT DESIGNS

Once you approve the final designs, I will provide an explanation of the elements of your new brand and share the final design files with you in a folder so that you can access them long after the project is completed.

EXTRAS

REVISIONS AND EXTRA WORK

During or after the design process you may decide that would like to increase the branding output of your design, with more print-ready designs or digital files for a website or social accounts. This work will be discussed and quotes with the scope of work and package prices will be included and agreed upon before the additional work is produced.

LICENSING

There are a few licensing options that we can discuss which vary in time scale, media usages and geography.

HOW TO USE YOUR NEW ILLUSTRATION

We review the logo files and design assets that have been created for you. We can schedule a final video call where I'll give you a guided tour of your new bespoke illustration identity and guidelines. During the call, I'll also answer any questions you may have on how to best use your toolset.

PAYMENT SCHEDULE

A 50% upfront payment is required to start the project, with the final payment due within 2 weeks of completion.

CANCELLATION

If there is no communication for over two weeks, the upfront fee is retained.

TIMELINE

Every job is different, and every deadline is different. You should allow sufficient time for the designing and proofing
of your work. If your deadline is very tight, I will do my best to complete your work within this time. We will, of course,
advise before commencing the work.

WORKSHEETS & PREPARATION

Once you confirm your booking, I will begin preparing for the project. To secure your spot in my design calendar, you
will need to sign a contract and make a deposit. Once this is done. Additionally, I will provide you with a private Pinterest mood board that will assist you in compiling the style and aesthetics that you believe reflect your brand.

COMMUNICATION

COMMUNICATION

During this project, I will communicate with you largely via email or Teams. If you wish to schedule a 1:1 call you may do so by email, and I will communicate availability to arrange enough time to prepare for the meeting or call.

OFFICE HOURS

As I work with many clients I may not always be able to respond to questions or feedback during your normal working hours. My office hours are Monday to Friday 9 to 3 pm.

SHARING MY PROCESS

Because the nature of this industry is so visual, I will often share my work and process through social media. If you would prefer that your work is not shown until it is completed or at all, please let me know so that I don't share your work until you are ready to celebrate your work publicly.